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Inside Information



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CORNELL UNIVERSITY NEEDS PRODUCER/DIRECTOR FOR EDUCATIONAL TELEVISION CENTER

There is an opening for a highly motivated and creative person to develop, write, produce, direct, and edit documentaries and educational programs for Cornell University's broadcast and instructional television center.

The successful candidate will have a track record of: high-end television production, securing grant money, managing production crews, and strong writing skills. Knowledge of 1" type C and BETA professional editing systems will help. At least 3-5 years experience in field/remote production is essential.

If you've got the patience to produce under pressure, the ability to work in an academic setting, and a good sense of humor, Cornell wants to hear from you. The salary is competitive, the benefit package complete, and the quality of life in the Finger Lakes region is unrivaled.

Send letter, resume, writing samples, and 1/2" VHS video to: Dan Booth, Senior Producer, Media Services, B-19 MVR Hall, Cornell University, Ithaca, NY 14853-4401. Telephone is 607-255-1551.

Closing date is October 17 or until a suitable candidate is found.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Public Liaison, Office of Public Affairs, Room 101A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

U.S. GOVERNMENT PRINTING OFFICE NEWSLETTER MARKS 15TH YEAR OF PUBLICATION

The August/September issue marks the 15th year of publication of the U.S. Government Printing Office (GPO) NEWSLETTER. The NEWSLETTER was started in 1976, largely at the suggestion of the Public Printer's Interagency Council on Printing and Publication Services. Council members, representing various federal agencies, believed the idea was a good way to improve communication between GPO and its client agencies.

There have been enormous changes both within GPO and the information industry during these years, especially in the development of new technologies, and GPO hopes they have met their basic goal of "keeping you current on what is going on at GPO."

GPO welcomes your thoughts on items that appear—or do not appear—in the NEWSLETTER. Communications should be sent to the Office of Public Affairs, Room C804, Stop: PA, U.S. Government Printing Office, Washington, DC 20401.

ITVA-WASHINGTON CHAPTER 10TH ANNUAL COMMUNICATIONS DAY WILL BE HELD OCT. 31

The International Television Association-Washington Chapter 10th Annual Communications Day will be held Wednesday, October 31, at the Capitol Hilton, 16th and K Streets, N.W., Washington, DC.

Professional seminars include: "Video is Business" (Marketing 101, The D.C. Marketplace, A Legal View for the Video Professional), "The Creative Element" (Through the Director's Eye, Editing: Putting it all Together, Scriptwriting: What's in a Word?), "The Technical View" (The Light Touch, Audio for Video, Graphics and Animation in Video), "Nuts and Bolts of Video" (How to Communicate Using Video, Choosing your Video Vendor, Video 101: The Production Process), and "Seminar at Noon: New Technologies" (or "Can you ROM a CD in a Video Toaster?"). There will be over 70 vendor exhibits.

For more information contact: Communications Day Hotline, 301-231-4148. For exhibitor information contact: Jay Schlossberg, 202-525-7000, or DiAnna McCulley, 301-297-7600.

USDA'S ECONOMICS MANAGEMENT STAFF HAS THREE POSITIONS IN INFORMATION DIVISION

There are 3 positions available in the Information Division of USDA's Economics Management Staff.

Announcement No. EMS-90-F-207A is for a GS-1082-9 writer-editor (printed media) to edit responses to mandates and other research manuscripts, conduct pre-edit reviews of research manuscripts, and write a variety of public information material for different audiences.

Qualifications include 2 years of graduate level education or a master's or equivalent degree. Specialized experience includes writing or editing articles, speeches, pamphlets, or news releases designed for publication in such media as the daily or weekly press and general scientific, technical, or trade magazines.

Closing date is October 29.

Announcement Nos. EMS-91-003 (GS-1084-7/9) and EMS-91-F-004 (GS-1082-7/9) are for visual information specialists to prepare layouts and develop the design and layout of artwork for pamphlets, brochures, covers, charts, or other illustrations.

Qualifications for both positions include completed graduate level education or a master's or equivalent graduate degree. Specialized experience includes planning the preparation and use of photographs, illustrations, drawings and other artwork, charts, diorama, maps, slides, overlays and other kinds of visual material for use in communicating information through visual means.

Closing date for both is November 5.

Applications for all positions should be sent to: Vickie Davis, EMS, PD, CEB, Room 1415-S, Washington, DC 20250-3500. Telephone is 202-447-6130.

CID SERVICE PROGRAM MARKETING REPRESENTATIVE IS LEAVING MARTIN MARIETTA CORP.

Bad news for USDA's Computerized Information Delivery (CID) service program. Martin Marietta Corporation's Jim Hawley, who has done so much to help market the service over the last four years or so, handle complaints, and fix problems, will leave Martin Marietta probably Friday, October 19.

Hawley will take a position with R.R. Donnelley and Sons, Co., helping to develop their efforts in online catalog and other electronic publishing and CD-ROM.

Those who have had the opportunity to work closely with Jim Hawley will certainly miss him and his splendid cooperative outlook. Millard Bierman remains with the CID Service which, now planted very solidly now, partly through Hawley's efforts.

There now are 16 USDA agencies signed up for the CID service, 12 of them loading and all 16 retrieving. There are 30 private industry news and information services retrieving and putting out the information to their own subscribers. There are 76 private industry subscribers in total, 18 land grant universities, and 13 state departments of agriculture. USDA is currently selling 1 million lines of USDA data monthly to private industry alone.

USDA'S UPDATED ORGANIZATION CHART IS OFF PRESS AND NOW AVAILABLE FOR SALE

Nearly 7,000 copies of the poster-size version of the latest USDA pictorial organization chart have been placed in USDA's Central Supply. USDA's Office of Public Affairs received a small supply of copies for serving the Office of the Secretary.

A slightly smaller version of the chart will be printed in a forthcoming issue of "USDA NEWS" employee publication which is distributed to all USDA employees.

The order number for the Central Supply stock is AD-448, and the cost is \$1.00 each, according to Milt Sloane, chart editor.

CIDS' FIRST YEAR UNDER NEW CONTRACT PRESENTS BRIGHT PICTURE FOR USDA'S OPA

USDA's CID Service has completed its first year of operation under its new three-year contract with Martin Marietta Corporation. The first and previous contract ran five years.

On October 1, the 16 USDA agencies participating in the computer driven online service entered their second year of operation under the new contract. The savings and growth over the previous fiscal year are impressive according to Russell Forte, who coordinates the service for USDA.

The Office of Public Affairs (OPA) loaded only 6% more information (152,797 lines in FY '90 compared to 143,865 lines in FY '89). However, OPA got 24% more pickup (1,0676,760 lines in FY '90 vs. 859,353 in FY '89) of information by private industry news, information and other organizations on the service and 68% more pickup (580,501 lines vs. 344,925 lines in FY '89) from the federal and state agencies on the service.

OPA paid 42% less money (\$5,873 vs. \$10,257) to do it because the new contract provides USDA agencies with a 70% (rather than 50%) volume discount. Deduct \$70 from each \$100 for that. And, USDA agencies loading into the service now get a 15% (rather than 10%) rebate on the amount of money private industry subscribers pay to get the CID Service information electronically. Also, the service has almost 80 subscribers, about double what it had a year ago. That means more people buying access to the CID Service information and a bigger rebate.

As USDA entered the second year of its new contract, the volume discount increased another 3% and the rebate another 1%.

The CID Service will continue to grow less expensive to use as online electronics become more common. USDA is still in the lead within government in using this technology.

Subscribers especially like getting USDA information from the service almost instantly, already typed, ready to be rewritten, retransmitted anywhere, printed out in any combination of type faces for immediate use.

For further information contact: Russell Forte, 202-447-5505.

SERIES OF EVENTS SPONSORED BY USDA DURING WORLD FOOD WEEK, OCTOBER 15-19

In honor of World Food Week, October 15-19, USDA sponsored a series of events. At the opening ceremony on October 15, Secretary of Agriculture Clayton Yeutter recognized John S. Niederhauser as this year's recipient of the World Food Prize for his 40-year involvement in international agriculture, and for his many contributions advancing the production and consumption of potatoes.

Secretary Yeutter also presented the first USDA "Giving So Others May Live" awards to four individuals and one group for their outstanding efforts in feeding the hungry. Awards were presented to U.S. Rep. Bill Emerson of Missouri for sponsoring major legislation to help the needy including the Mickey Leland Domestic Hunger Relief Bill; Maurice Weiss of Los Angeles for establishing a charitable distribution center for fresh

produce; Marsha and Rafael Zambrano (USDA employees) of Denver for their extensive volunteer work in the SHARE program which feeds the hungry; and Martha's Table, a soup kitchen serving warm meals in Washington, D.C.

The Office of Public Liaison (OPL) in USDA's Office of Public Affairs, helped emphasize the contributions of America's farmers and agricultural industry during World Food Week, by organizing and carrying out an effort to deliver a loaf of bread and a letter from Secretary Yeutter to all 535 members of Congress. The loaves of bread were a traditional symbol of food and prosperity.

Other activities, coordinated by OPL, included a visit to USDA's adopted school by Secretary Yeutter and other top USDA officials, where they taught a course on the importance of agriculture and served lunch to the students; and USDA employees participating in "Mission Nutrition," a department-wide food drive in which donated foods were given to a local food bank.

USDA'S AGRICULTURAL OUTLOOK CONFERENCE BRIEFINGS TO BE TELECAST VIA SATELLITE

On Tuesday, November 27, USDA will televise, via satellite, briefings from its 67th annual Agricultural Outlook Conference from 10:30 a.m. to 5 p.m. EST.

Bruce Gardner, assistant secretary of agriculture for economics, said the aim is to provide a perspective on world events and how they may affect trends and opportunities for U.S. agriculture in the coming year and beyond.

A satellite antenna that can receive C-Band signals is needed to downlink the televised briefings. The transmission will be on Westar V, transponder 11X, channel 22, and will be directed over the continental United States. Viewers should use a downlink frequency of 4140 megahertz and an audio frequency of 6.2/6.8 megahertz. Test and tone will start at 10 a.m. EST.

Secretary of Agriculture Clayton Yeutter and Deputy Secretary of State Lawrence Eagleberger will open the televised briefings at 10:30 a.m.

For conference information, call 202-447-3050.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

December 5:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: NAGC, 703-823-4821

December 6:

4TH INTERNAT'L MERCURY COMMUNICATIONS AWARDS BANQUET

Grand Hyatt Hotel, New York, New York

Contact: 1-800-634-4020

April 28 - May 1, 1991:

PENN STATE EXTENSION TECHNOLOGY CONFERENCE

Hershey Park, Pennsylvania

Contact: Computer Services, 814-863-3449
